

FOREWORD

Back in December 2015 we set an ambitious goal of bringing the ABAC Journal to international recognition after successfully securing the Journal at the national and ASEAN levels, with placement in the TCI and ACI indexes two years earlier. As of June 2018, we are proud to be one of 13 Thai journals accepted to Scopus since 2017. In fact, we are the first Thai journal from the business field to be indexed in Scopus. This grand achievement could not have happened without help from the Thai-Journal Citation Index (TCI) under strong leadership of Prof. Dr. Narongrit Sombatsompop and full support from the TRF (Thailand Research Fund).

I also would like to express my deep gratitude for our editorial board, editorial advisors and, last but not least, our readers. Without their professional support, guiding advice, and citations, the ABAC Journal would never have reached where it is today.

Naturally enough, our achievement comes with higher responsibility and we are strongly committed to the continued improvement of the Journal. We are grateful to the Scopus subject chair who has extended very useful suggestions. We are presently working on improving the quality of individual articles as well as developing plans to narrow the scope of the journal. In time we aim to strengthen the Journal's character, with a primary focus on business management, and related fields in the social sciences and education.

In further support of the journal's continued development, we are also planning for an international conference at Assumption University in March 2019, in order to encourage and expand international awareness and input. Please keep an eye on our Call for Papers and other details to be announced on the AU website, www.au.edu and www.abacjournal.au.edu soon.

During this transition period, we will continue to publish a wider range of content, including works relating to business management & tourism, as well as language learning and education. The current issue offers 12 papers and one book review, from a variety of academic fields, as outlined below.

1) The ASEAN Economic Community: How SMEs could exploit Local Values to Compete?

This paper considers the performance and competitiveness of small and medium sized enterprises (SMEs) at the regional level, examining the impacts and implications of the ASEAN Economic Community on SME's and the economies of the various member countries.

2) Structural Analyses of Ten Economies in ASEAN Economic Community

Through consideration of exports, GDP, and employment, this paper examines the importance of the agricultural, manufacturing and service sectors for the economies of ASEAN countries.

3) Using an Interactive Learning Book Based on Interactive Learning and Discovery Learning to Enhance Student Interaction and Achievement

This research investigates the impact of an interactive learning book on the efficacy of learning of undergraduate students, using both quantitative and qualitative methods.

4) Effect of Passenger Perception of In-Flight Safety and Security Procedures on Their Satisfaction: The Moderating Role of Safety Knowledge

This study measures the safety knowledge and satisfaction of air passengers, investigating their connection to the passengers' perceptions of the flight attendants' safety and security duties, during normal flight operation.

5) The Effect of Organization Development Intervention on Structural and Psychological Empowerment to Enhance Innovative Work Behavior: An Action Research in a Technical School in Thailand

An investigation into the effects of organization development interventions (ODI) on structural and psychological empowerment and consequently, innovative work behavior, in a technical school in Thailand.

6) The Patterns of New Chinese Immigration in Thailand: The Terms of Diaspora, Overseas Chinese and New Migrants Comparing In a Global Context

This paper examines the patterns of migration of Chinese people into Thailand, looking at both historical and modern migration, through quantitative and qualitative methods. Both the reasons for migration and the mechanisms of migration are considered.

7) Factors Concerning Twenty-Three Long-Stay Senior American and Australian Tourists in Thailand

An investigation into the factors affecting the opinions of long-stay senior American and Australian tourists, regarding their emotions, the destination image, food and beverages, accommodation and transportation. The study also considers the participants' motivations for visiting Thailand.

8) Museums as Laboratories of Social Harmony, Tolerance and Cohesion

This paper, focuses around three key questions, with an aim to explore the role of museums in developing culture, and their potential for improving social harmony, tolerance and cohesion in the community.

9) Western Expatriates Building Networks in Asia – an Analysis Based on Causation vs. Effectuation Theory

An investigation into the network building approaches of Western expatriates in five different Asian countries, with a particular focus on determining whether causal or effectuation logic is predominant when forming new networks.

10) Gang and Urban Violence Prevalence On Democratic Sustenance

This paper considers the prevalence of violent protests and their influence on the sustenance of democratic government, also suggesting a possible solution to the problem.

11) An Application of Berlin’s Concept of Value Pluralism to the Indian Tradition

Using the philosophy of Isaiah Berlin, this essay considers various aspects of culture in modern day India, to show how a large democratic country like India can both create a national identity and also preserve the rich heritage of its pluralistic past.

12) Tobacco Smoking Behaviors of Baccalaureate Students, Thailand

An investigation into the prevalence of smoking among university students in Thailand. The study considers the type of tobacco, extent of use and reasons for smoking, providing insight into the likely effectiveness of methods used to reduce tobacco use.

13) Book Review

This issue gives a book review on **50 Economics Classics: The Greatest Books Distilled** by Tom Butler-Bowdon published in 2017.

Enjoy and indulge in reading. Please let us know how we can better serve you.

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ABAC JOURNAL